



Client: WA State Early Learning Council
Project:
Format: Names
Title: Various
Date/Time: NOVEMBER 23, 2005

Brief Brand Description: A new public-private initiative to increase awareness of and support for early learning in Washington state. The partnership will support a quality rating system for early learning providers and settings (center- and home-based), raise teacher quality, help educate parents and caregivers, and drive other programmatic activities that can help ensure all children in Washington state ages 0-5 have access to quality early learning.

Measure/s of Success: The brand will be successful if it can appeal to and motivate a broad audience including the state, private and public funders, voters, and families, and supports measurable progress towards ensuring Washington children ages 0-5 have access to quality early learning.

Branding Objectives: This brand will serve as a title for the Washington State early learning effort including:

- ⇒ a public private partnership
- ⇒ a quality rating system
- ⇒ programmatic aspects including center- and home-based care as well as parent information and involvement.

The brand should be strong enough to support the early learning initiative over a span of at least 10 years.

Audience: Policy makers, government officials, influencers, parents, grandparents, caregivers, childcare workers, teachers, business community, pediatric community, law enforcement community, and general public.

Several states and private agencies already have branded early learning initiatives. Examples include:

- Smart Start (North Carolina and Georgia)
- First 5 (California)
- Rising Stars (Texas)
- Keystone Stars (Pennsylvania)
- Success by Six (United Way)
- First Steps (DSHS program for low-income women and children)
- Head Start (federal)

The following are naming suggestions for Washington's early learning initiative divided into five broad categories:

1. Outcome-oriented – names stress what the initiative aims to achieve.

- Thrive by 5¹

2. Preparation-oriented – names that stress the importance of preparing Washington's children for success in life.

- A Learning Start
- Ready Set Learn
- Ready 2 Learn (or Ready for Life)
- Successful Starts
- Bright Beginnings

3. Iconic themes – names that invoke classic, positive images promoting progress on behalf of children.

- Day One
- Jump Start Washington
- First Promise

4. Washington state-themes – names that capture both the unique character of Washington with a direct tie to the goals of early learning investments. All of these names have a particularly strong opportunity for a compelling logo, noted below.

- Peak Potential
 - *Logo might feature Mount Rainier or Cascade mountain range*
- Appleseeds
 - *Apple tree logo underscores image of both learning and Washington state*
- Seeds of Success
 - *Logo might also include an apple tree*

5. Umbrella brand to capture statewide education initiatives

- Washington Learns
 - Appleseeds (early learning)
 - K-12
 - Higher Education

A note on taglines: a simple tagline would most likely accompany each of these names, such as “Day One: Washington’s Early Learning Partnership,” or “Ready Set Learn: Early Learning for Washington state.”

¹ Note: America’s Credit Unions uses this name for a program designed to give parents help in teaching their preschoolers about the merits of spending and saving money. We may be able to modify the name to “Thrive by 5 for Washington’s Children” if an existing trademark prohibits the use of the name for this initiative.